



Congratulations and welcome to the Go Green Initiative family! Your adoption of the Go Green Initiative is a clear indication of your commitment to protecting children's health and to the embodiment of sound environmental principles that will create a culture of conservation on your school campus for years to come.

We have developed this GGI School PR Kit as a resource to help you celebrate and share your Go Green news with key audiences on and off campus. Each document has been written to address a specific audience and can be tailored to include your local Go Green programs and plans. You may use some or all of these documents to keep your various publics informed throughout the year. Feel free to modify them to suit your specific needs or style.

The GGI School PR Kit includes the following documents. We suggest notifying your internal audiences (teachers, parents, school board) first before notifying the general public through the media.

- Letter to Parents
- Letter to School Board Members
- News Release: GGI Adoption (For school newsletter, student newspaper, media)
- News Release: Earth Day
- News Release: GGI Sponsorships

We wish you the best of luck with your Go Green Initiative efforts and stand ready to support and assist you. For more information about the Go Green Initiative or to seek additional assistance, visit us at [www.gogreeninitiative.org](http://www.gogreeninitiative.org).

Warm Regards,

Jill Buck, Founder and Executive Director  
Go Green Initiative Association